

The Conscious Collective.

This is our Solution to creating a T-Shirt shop and concept, we decided to go with Sustainable Fashion as our main driver, we wanted to have a clean site, with easily accessible designs. Having worked on different sketches, UX Storyboards, 8-minute sketching and paper prototypes, we were confident with our design and what we had come to, this is the steps which brought us to our solution;

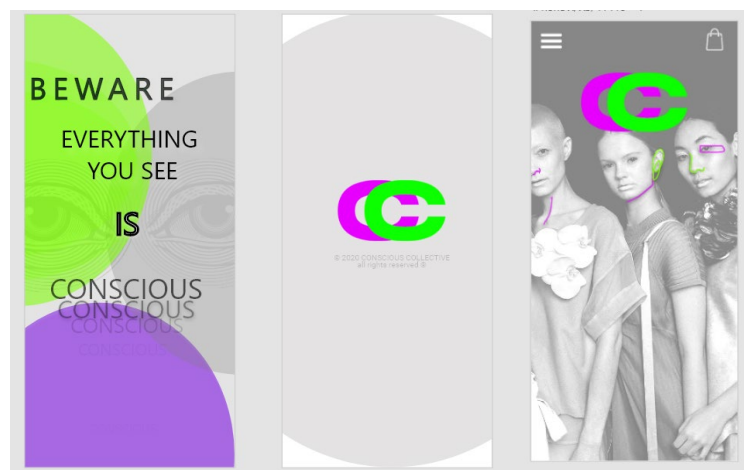
The Problem:

1. Needs: Sustainable, ethical, transparent brands.
 2. Goals: Appeal to the younger generation, be urban and modern
 3. Problems: Accessibility to sustainable fashion, cost, transparency etc
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1. We identified the needs of young people, from our own experience, we know that people are becoming more and more conscious (this also influenced our brand name). We want cost effective, sustainable, ethical and transparent brands, so that's what we went with. When we did our observation research, we all noticed how people are becoming more and more bothered by where their clothes are made, looking at tags, production methods etc. When interviewing people, we noticed how almost everyone said they buy second hand clothing and not so much online, this informed us that we had to create a site people would want to visit and come back to, by making it eye-catching and fun.
 2. We wanted to appeal to the urban generation, but we also wanted our site and clothing to be 100% accessible to everyone, our T-Shirts are relatable to the current climate and we wanted them to be sustainable. We wanted our site to appeal to people, we wanted it to be intriguing, we wanted a mysterious opening page with some animations and key words. The site was to be easy navigable and we
 3. The problems associated with starting a site for sustainable fashion is of course, accessibility, cost and being transparent. We found it difficult to get the site to be quite minimal (like most fashion sites), it was hard to add just the right amount of colour without bombarding the user with too much. We wanted the user to get as much information as they could on our site, but not too much information that they would want to leave before even buying an item.

The Solution:

In order to create a solution to our found problems, the team has done several researches, tests, interviews. We solved the problems stated above by creating an online web shop prototype – fashion line – called Conscious Collective.

A web shop needed to be appealing to younger generations, fun, attractive. We created a design of vibrant colours – neon green and neon purple – to make the shop look trendy, street-stylish. We also included bold fonts and contemporary visuals and graphics. The page has playful shapes, according to the tests, these design details give enjoyable energy to the page.



The price was also a recorded issue – we decided to make the concept of five designers, who each had 4 different t-shirts with hand-made prints. This way we could keep the affordable pricing, since there would be no need to have any kind of employees. The price to all the items is the same.

We wanted to fulfil the concept of eco-friendly and sustainable fashion and clothing being trendy, street style. This way it appeals to younger generation that appreciate it. Each of the team members made four t-shirt designs, that fit the theme.



UX Details:

In this section, we will elaborate on UX methods that were used in the solution.

1. Understanding

To start creating a user experience, we firstly needed to create our ideal user – persona and secondly understand his or her needs. This is the result of persona defying:

Example name – Emily

Age – 22

Occupation – Student of Fashion Management

Location – Berlin

Interests – Graphic Design, Trends, Veganism

Emily is living with her time. She is attached to her aesthetic but also conscious about the environment

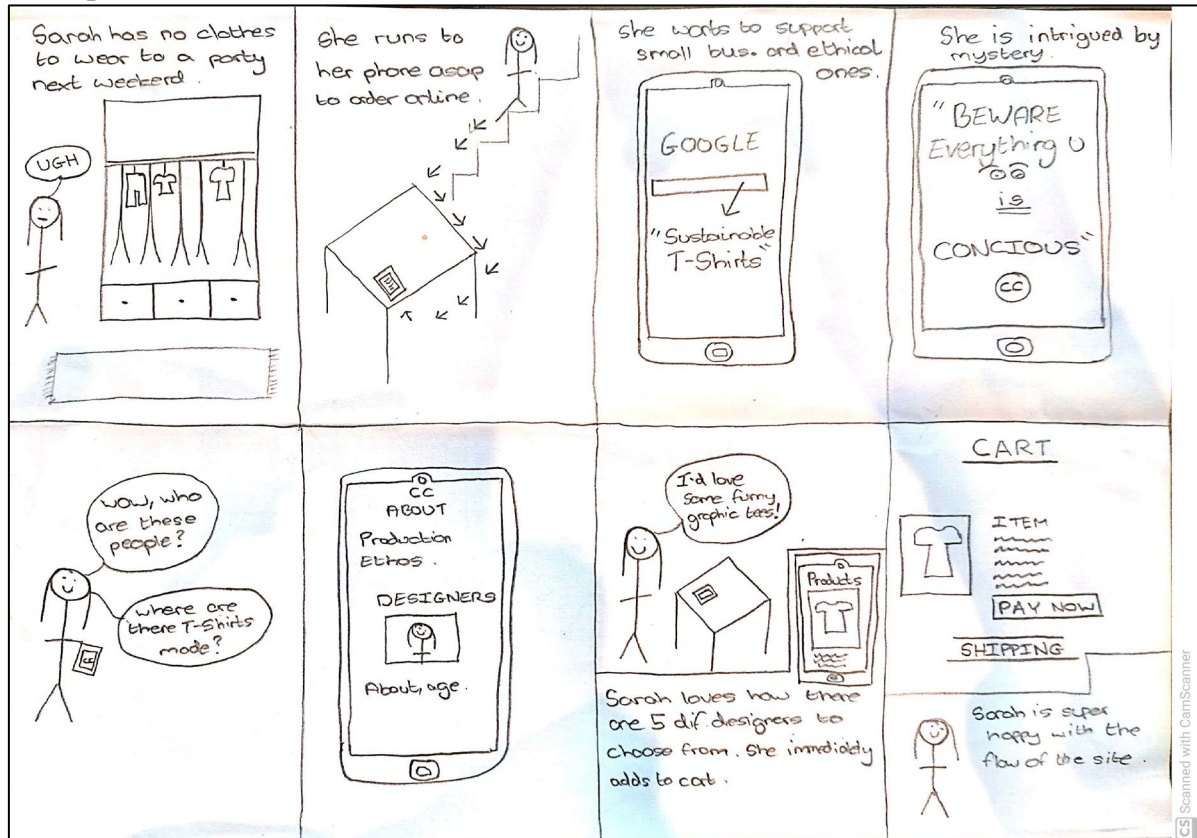
Since Emily is living with an understanding of actual trends, we had to take this into consideration. We built our solution in a way it meets her needs. It uses modern design trends and minimalist user flow. We focused on staying away from implementing “dark patterns”.

2. Research

We had the problems defined and also early ideas in our minds. We had to validate if our future solution can be relevant to competition on the market. By executing the competitive analysis, we tried to figure out competitor's repetitive patterns in user experience. We found out that most of big brands and e-shops in the fashion industry miss at least one of these factors: Sustainability, Affordability, Durability, Transparency. Additionally, our competitors are not community-oriented nor their products are graphically appealing. In our solution, we kept a close look at these factors and tried to positively implement all of them and this way fit in the market. Our products are sustainable, affordable, durable, transparent and the brand is community-oriented yet fashionable.

3. Sketching

For the sake of our final product being original and innovative, we underwent a lot of brainstorming, sketching, prototyping and evaluating different ideas. Here is an example of a sketch we did:



4. Design

After having our final sketches solidified, we started to design the user interface. We leaned on these key elements.

- **Findability** - Everything is visible and easy to find. We issued this by using optimal font size, bold fonts and contrary colours.
- **Control** - Popup windows are easy to cancel and users can control the flow of the website simply.
- **No misleading signals** - We are very aware of dark patterns and misleading signals used in today's UX. We stayed away from these, so our product is going straight-forward to the point.
- **Clarity** - We tried to make our e-shop as understandable as possible by adding micro-copy with the intention to help customers to shop.
- **Structure** - Our e-shop is categorized into four self-explanatory categories.
- **Consistency** - We maximized the consistency throughout the buttons, heading, descriptions, icons by paying close attention to its styling.
- **Simplicity** - Was the number one rule while designing our solution.

5. Test

Talking about testing our solution, we mostly relied on the think-aloud test, which provided a range of outcomes. We will demonstrate some of them on key findings.

- With the intention to make our site as simple as possible, the majority of test-takers find the solution very easy to navigate.
- The ones that underwent our test pointed out that it is useful to have a confirmation page since it makes more clarity about the order.
- All test-takers agreed that design-wise, the solution is very relatable to the target audience.
- There were also problems found. One of the tests stated that it was harder for him to differ between add to cart and buy-now buttons.
- Another person stated that there is a lack of customer information on the confirmation page.

6. Implementation

We analysed the outcomes of the tests and implemented what we agreed that can add value to our solution. However, there were only minor changes after the think-aloud tests. Most of the users flowed through the e-shop easily and liked the outcome in general. Link to XD Prototype:

<https://xd.adobe.com/view/06799ed9-e431-4170-9761-013b54957e8b-532a/>

Visual Design:

User interface design plays an incredible role in determining the relationship you have with your customers.

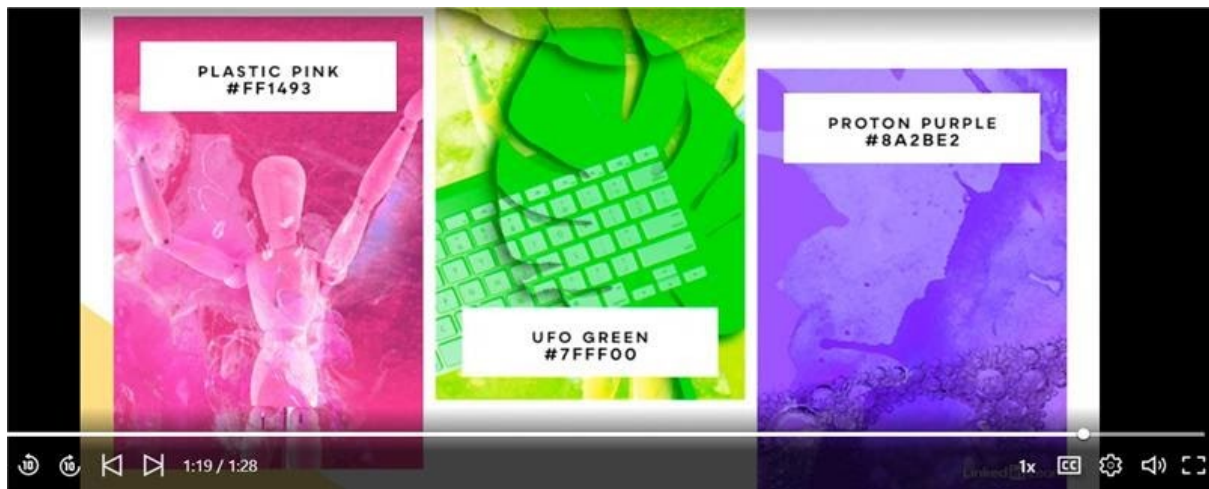
With the goal of being an accessible web shop, many design considerations were considered when determining the 'look and feel' or our web shop 'Conscious Collective'.

Having first established our target audience, it was then up to us to choose how to design the site based on people's interests and needs within that category.

With both our own interests being within the similar audience and some research into design trends 2020 we came to conclusions on how to style our site.

Contrast and Colour

Firstly, we decided on a colour scheme. Based on the fact we are a streetwear web shop. We took a look into the current street trends to see which colours resemble that current trend.



The bright colours worked perfectly on our site to help put emphasis and draw attention on specific content items without distracting the user too much. Thus, the colours used add contrast in aiding the user to distinguish the importance of the content against the background and colours.

Typography

Furthermore, having assessed current graphic design trends we concluded on our chosen typeface. Something that is wide, bold and catchy to the eye. This was used for our titles. The typeface being 'Monument extended.



As for the main body of text 'SF Pro Display' was used. This is Apple's own Typeface, extremely readable and pleasant to the eye.

San Francisco Display font

Using a bold typeface for titles against a clean, easy to read body text helped to state the hierarchy of the content.

Minimalism

Current webshops such as Monki, H&M and ASOS have a flashy interface, with an overload of information, which when conducted our data collection we found this pushed customers away from using these webshops.

We wanted to be different from the current street wear webshops and have a minimalist interface. One way to look at our minimalist interface is by looking on our 'collection' page.



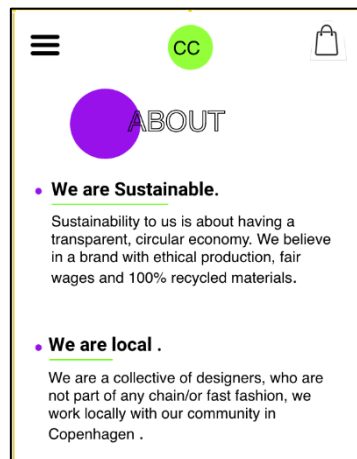
As you can see, there is a clear emphasis on the t-shirts, with little to no text supporting it. We are here to sell clothes, and visual information is mostly what is required in that.

Ensuring a minimalist interface allowed us to put emphasis on what's important on our site- the items and their designers.

Content Decisions:

When looking at the content decisions we made as a team it's best to take a look at what we were working with in the first place. What did we find to be important for the user to have access to when visiting our web shop?

We made the decision early on to be as transparent as possible when it came to the text that we wanted to be displayed on our site, so having an informative description about our methods on the web shop was something we found to be crucial. So, each block of text is concise, to the point and easily accessible. Concerning the placement of each block of text, we went with the law of proximity, one of the gestalt laws, this lets the user know that these two elements belong together and should be perceived as a whole.



Also, with this being an online web shop that sells t-shirts it was necessary to have pictures of t-shirts we would be trying to sell to the users. However, we didn't want to have just any picture of a t-shirt. After having a group discussion about what kind of t-shirts we wanted to showcase on the page we decided to go with t-shirts that displayed our own designs. When it came to the layout of the displayed t-shirt we decided they should be grouped together in clumps of four under each designer's name reinforcing the fact that those t-shirt designs belong to the aforementioned designer.



On our site we also decided to have a section where we get to know each designer, some key words, a descriptive text about who they are and their designs and finally a picture. All these elements are placed together to avoid misunderstandings from the user. With each element in proximity with each other it conveys to the user that this section is about this one specific designer.

